

Official UAF color palette

Primary colors

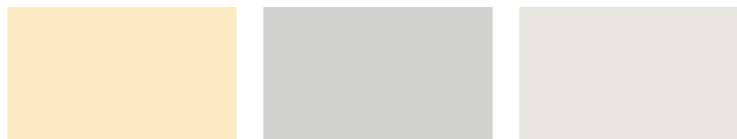
These should be the dominant colors used when designing materials. The colors in the primary color palette should always cover more area than any other color that appears.



Pantone Plus 647 C	Pantone Plus 116 C	White
CMYK: 96 54 5 27	CMYK: 0 14 100 0	CMYK: 0 0 0 0
RGB: 35 97 146	RGB: 255 205 0	RGB: 255 255 255
Hex: 236192	Hex: FFCD00	Hex: FFFFFFFF

Support colors — neutrals that complement without overpowering

These colors should be used to support the primary colors, but the primary colors should remain dominant.



Pantone Plus 7506 C	Pantone Plus 420 C	Pantone Plus Warm Gray 1 C
CMYK: 0 7 25 1	CMYK: 6 4 7 13	CMYK: 3 3 6 7
RGB: 239 219 178	RGB: 199 201 199	RGB: 215 210 203
Hex: EFDDB2	Hex: C7C9C7	Hex: D7D2CB

Accent colors — vibrant earth-tones are energizing, friendly, genuine — inspired by nature

These colors should be used to accent the primary colors and should be used sparingly (up to 20% of the visual weight on the page). In any given design, only one accent color should be used with the primary colors to keep the primary colors dominant. The use of too many accent colors will dilute the power of the primary colors.



Pantone Plus 717 C	Pantone Plus 7474 C	Pantone Plus 7490 C	Pantone Plus 417 C
CMYK: 0 68 100 0	CMYK: 96 9 32 29	CMYK: 57 6 92 19	CMYK: 33 23 35 63
RGB: 212 93 0	RGB: 0 118 129	RGB: 113 153 73	RGB: 101 102 92
Hex: D45D00	Hex: 007681	Hex: 719949	Hex: 65665C



Pantone Plus 732 C	Pantone Plus 260 C	Pantone Plus 187 C
CMYK: 16 69 100 71	CMYK: 66 100 8 27	CMYK: 7 100 82 26
RGB: 98 52 18	RGB: 100 38 103	RGB: 166 25 46
Hex: 623412	Hex: 642667	Hex: A6192E